

### **AMENDMENTS TO THE SPECIFICATION**

*Please insert the following paragraph on page 1, below the title:*

This application claims the benefit of French Patent Application No. 0314318, filed on December 5, 2003 and PCT International Application No. PCT/FR2004/03118, filed on December 3, 2004, which are hereby incorporated by reference for all purposes as if fully set forth herein.

*Page 1, before line 1, please insert the section heading:*

### **BACKGROUND OF THE INVENTION**

*Please replace the paragraph beginning on page 1, line 11 and ending on page 1, line 16, with the following amended paragraph:*

Numerous locations are equipped with display panels intended to enable people passing regularly through these locations to communicate with one another. Some of these people compose messages on a piece of paper, then display them by fixing them, with the aid of glue or drawing pins, on the panel. This information is thereafter consulted (e.g., reviewed or considered), and possibly modified or removed by the people passing via these locations.

*Page 1, between lines 24 and 25, please insert the section heading:*

### **SUMMARY OF THE INVENTION**

*Page 3, between lines 28 and 29, please insert the section heading:*

### **BRIEF DESCRIPTION OF THE DRAWINGS**

*Please replace paragraphs beginning on page 3, line 29 and ending on page 3, line 32, with the following amended paragraphs:*

Other features and advantages of the present invention will appear in the description hereafter of exemplary nonlimiting embodiments with reference to ~~the single figure~~ Figure 1.

~~In the single figure are represented~~ In Figure 1 there are represented three locations 1, 2, and 3.

*Page 4, before line 1, please insert the section heading:*

### **DESCRIPTION OF PREFERRED EMBODIMENTS**

*Please replace the paragraph beginning on page 4, line 26 and ending on page 4, line 31, with the following amended paragraph:*

To render the advertisement panel services, the platform 4 has available a management system for the advertisements 6. This system is composed of subsystems dedicated to each location having available an advertisement panel service. Represented in ~~the single figure~~ Figure 1 are the information management subsystems 61, 62 and 63, respectively dedicated to the locations 1, 2 and 3.

*Please replace paragraphs beginning on page 5, line 12 and ending on page 5, line 21, with the following amended paragraphs:*

The advertisements management subsystem 61 is designed to acquire and store as a database 9 any new advertisement composed with the aid of a stylus from the touch screen. A new advertisement stored from the touch screen of the communicating object 7 is automatically associated by the advertisements management subsystem 61, and stored in the ~~base~~ database 9 in association with the identification of the location 1 such as defined in the system of reference 8.

The subsystem 61 is furthermore suitable for displaying on the screen of the communicating object 7 the set of advertisements present in the ~~base~~ database 9 associated with the location 1.

*Please replace paragraphs beginning on page 6, line 20 and ending on page 6, line 30, with the following amended paragraphs:*

The communicating objects 11 are stations equipped with a keyboard and a screen. Each station is intended for the entry of information composed with the aid of its keyboard by customers of the store and displayed on the screen of the station by the composer customer in the course of the composing. Once the customer has entered his advertisement on the station 11 and has validated this entry, the advertisements management subsystem 62 records the advertisement

in the ~~base~~ database 9, associating it with the identification of the supermarket 2 such as defined in the reference tag 8.

The subsystem 62 is suitable for enabling display of the whole set of advertisements recorded in the ~~base~~ database 9 and associated with the supermarket 2 on the large screen of the communicating object 10.

*Please replace the paragraph beginning on page 7, line 4 and ending on page 7, line 6, with the following amended paragraph:*

In an embodiment, any advertisement posted is recorded in the ~~base~~ database 9 in association with an identification, and an authentication if appropriate, of the composer (a code, a fingerprint, etc.).

*Please replace paragraphs beginning on page 8, line 11 and ending on page 9, line 14, with the following amended paragraphs:*

The location 3 is a departure lounge in an airport. The advertisements management subsystem 63 allows a set of people benefiting from a service S3, the provision of the advertisements management service S3 tied to this location. The service S3 now described requires that each beneficiary has available a personal communicator 13. The latter may or may not be dedicated to the service S3. It is furnished with consultation and entry means. Three types of facilities can be chosen: the first facility makes it possible to consult, at any location managed by the platform 4, advertisements stored in the ~~base~~ database 9 in association with the location 3. The second facility allows, at any location managed by the platform 4, consultation, composition, removal and modification of these advertisements. The third facility allows, consultation at any location managed by the platform 4, and composition, removal and modification of these advertisements within the location 3.

A beneficiary Y has available a personal communicator 13. When the beneficiary Y is detected, identified, and if appropriate authenticated, at a location 1,2,3 of the platform 4, the advertisements management system 6 causes on his personal communicator 13 the delivery of the advertisements associated with the location 3 and stored in the ~~base~~ database 9, and affords him access to the functionalities of consultation of advertisements, or even of composition, removal and modification of these advertisements to which he has access as a function of the facility picked (that can be regained following the step of identification).

Optionally, a topic parameter could be assigned to each of these advertisements and stored in association with the advertisement in the ~~base~~ database 9. The topics are for example finance, travel etc. Options relating to the facilities can furthermore afford the beneficiary access to selectively a single or several of these topics, by consultation and/or by entry. Thus as a function of the step of identification, and if appropriate of authentication, the beneficiary may consult only the advertisements of the topic or topics covered by the facility which has been picked. According to the embodiments, when entering an advertisement, the topic will be able to be assigned, according to the embodiments, by the beneficiary or automatically by the advertisements management subsystem 63 as a function of the facility picked.

At any location of the platform 4, a beneficiary Y having chosen a facility allowing him to compose an advertisement will be able, from his personal communicator, to enter an advertisement which, after validation of the entry by the user Y, will be stored automatically in the ~~base~~ database 9 in association with the location 3.